JOURNAL OF MARKETING
SUBJECT AND AUTHOR INDEX
VOLUME 75, 2011

SUBJECT INDEX

Item Number — *Authors*

ADVERTISING

1. Do Marketing Media Have Life Cycles? The Case of Product Placement in Movies
   Vol. 75, No. 3, May 2011, 27–48
   Ekaterina V. Karniouchina, Can Uslay, & Grigori Erenburg

2. Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self
   Vol. 75, No. 4, July 2011, 35–52
   Lucia Malär, Harley Krohmer, Wayne D. Hoyer, & Bettina Nyffenegger

3. The Repetition-Break Plot Structure Makes Effective Television Advertisements
   Vol. 75, No. 5, September 2011, 105–119
   Jeffrey Loewenstein, Rajagopal Raghunathan, & Chip Heath

4. Seeding Strategies for Viral Marketing: An Empirical Comparison
   Vol. 75, No. 6, November 2011, 55–71
   Oliver Hinz, Bernd Skiera, Christian Barrot, & Jan U. Becker

5. Should Firms Spend More on Research and Development and Advertising During Recessions?
   Vol. 75, No. 3, May 2011, 49–65
   Raji Srinivasan, Gary L. Lilien, & Shrihari Sridhar

6. Stock Market Reaction to Unexpected Growth in Marketing Expenditure: Negative for Sales Force, Contingent on Spending Level for Advertising
   Vol. 75, No. 4, July 2011, 68–85
   Minchung Kim & Leigh M. McAlister

7. Why Do Firms Invest in Consumer Advertising with Limited Sales Response? A Shareholder Perspective
   Vol. 75, No. 1, January 2011, 109–124
   Ernst C. Osinga, Peter S.H. Leeflang, Shuba Srinivasan, & Jaap E. Wieringa

AWARD ANNOUNCEMENTS

8. Harold H. Maynard Award
   Vol. 75, No. 2, March 2011, iv

9. Marketing Science Institute/H. Paul Root Award
   Vol. 75, No. 2, March 2011, iv

10. Sheth Foundation/*Journal of Marketing* Award
    Vol. 75, No. 2, March 2011, iii

BRAND MANAGEMENT

11. The Asymmetric Effects of Extending Brands to Lower and Higher Quality
    Vol. 75, No. 4, July 2011, 3–20
    Timothy B. Heath, Devon DelVecchio, & Michael S. McCarthy

12. Competing for Consumer Identity: Limits to Self-Expression and the Perils of Lifestyle Branding
    Vol. 75, No. 3, May 2011, 66–82
    Alexander Chernev, Ryan Hamilton, & David Gal

13. Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self
    Vol. 75, No. 4, July 2011, 35–52
    Lucia Malär, Harley Krohmer, Wayne D. Hoyer, & Bettina Nyffenegger

14. An Empirical Test of Warranty Theories in the U.S. Computer Server and Automobile Markets
    Vol. 75, No. 2, March 2011, 75–92
    Junhong Chu & Pradeep K. Chintagunta

15. The Impact of Brand Quality on Shareholder Wealth
    Vol. 75, No. 5, September 2011, 88–104
    Sundar G. Bharadwaj, Kapil R. Tuli, & Andre Bonfrer

16. The Impact of Incomplete Typeface Logos on Perceptions of the Firm
    Vol. 75, No. 4, July 2011, 86–93
    Henrik Hagtvedt

17. Is Retail Category Management Worth the Effort (and Does a Category Captain Help or Hinder)?
    Vol. 75, No. 5, September 2011, 18–33
    Richard A. Gooner, Neil A. Morgan, & William D. Perreault Jr.

18. It's Got the Look: The Effect of Friendly and Aggressive "Facial" Expressions on Product Liking and Sales
    Vol. 75, No. 3, May 2011, 132–46
    Jan R. Landwehr, Ann L. McGill, & Andreas Herrmann

19. Multihoming in Two-Sided Markets: An Empirical Inquiry in the Video Game Console Industry
    Vol. 75, No. 6, November 2011, 39–54
    Vardit Londsman & Stefan Stremersch

20. The Repetition-Break Plot Structure Makes Effective Television Advertisements
    Vol. 75, No. 5, September 2011, 105–119
    Jeffrey Loewenstein, Rajagopal Raghunathan, & Chip Heath

21. Return on Interactivity: The Impact of Online Agents on Newcomer Adjustment
    Vol. 75, No. 2, March 2011, 93–108
    Clemens F. Köhler, Andrew J. Rohm, Ko de Ruyter, & Martin Wetzels

BUSINESS-TO-BUSINESS MARKETING

22. The Alignment of Contract Terms for Knowledge-Creating and Knowledge-Appropriating Relationship Portfolios
    Vol. 75, No. 4, July 2011, 110–27
    Jongkuk Lee

© 2011, American Marketing Association
ISSN: 0022-2429 (print), 1547-7185 (electronic)

23. Balancing Risk and Return in a Customer Portfolio
Vol. 75, No. 3, May 2011, 1–17
Crina O. Tarasi, Ruth N. Bolton, Michael D. Hutt, & Beth A. Walker

24. "Balancing Risk and Return in a Customer Portfolio": A Comment
Vol. 75, No. 3, May 2011, 21–23
Matthew T. Billett

25. "Balancing Risk and Return in a Customer Portfolio": A Reply
Vol. 75, No. 3, May 2011, 23–26
Crina O. Tarasi, Ruth N. Bolton, Michael D. Hutt, & Beth A. Walker

26. The Bright Side and Dark Side of Embedded Ties in Business-to-Business Innovation
Vol. 75, No. 5, September 2011, 34–52
Corine S. Noordhoff, Kyriakos Kyriakopoulos, Christine Moorman, Pieter Pauwels, & Benedict G.C. Dellaert

27. A Comment on "Balancing Risk and Return in a Customer Portfolio"
Vol. 75, No. 3, May 2011, 18–21
Fred Selnes

28. An Empirical Test of Warranty Theories in the U.S. Computer Server and Automobile Markets
Vol. 75, No. 2, March 2011, 75–92
Junhong Chu & Pradeep K. Chintagunta

29. Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully
Vol. 75, No. 6, November 2011, 5–23
Wolfgang Ulaga & Werner J. Reinartz

30. On Managerial Relevance
Vol. 75, No. 4, July 2011, 211–24
Bernard J. Jaworski

31. Performance Implications of Mismatched Governance Regimes Across External and Internal Relationships
Vol. 75, No. 2, March 2011, 1–17
Alok Kumar, Jan B. Heide, & Kenneth H. Wathne

32. Poisoning Relationships: Perceived Unfairness in Channels of Distribution
Vol. 75, No. 3, May 2011, 99–117
Stephen A. Samaha, Robert W. Palmatier, & Rajiv P. Dant

33. Should Firms Spend More on Research and Development and Advertising During Recessions?
Vol. 75, No. 3, May 2011, 49–65
Raji Srinivasan, Gary L. Lilien, & Shrihari Sridhar

34. Social Capital of Young Technology Firms and Their IPO Values: The Complementary Role of Relevant Absorptive Capacity
Vol. 75, No. 6, November 2011, 87–104
Guiyang Xiong & Sundar Bharadwaj

CONSUMER BEHAVIOR

35. The Aha! Experience: Insight and Discontinuous Learning in Product Usage
Vol. 75, No. 6, November 2011, 105–123
Arun Lakshmanan & H. Shanker Krishnan

36. The Asymmetric Effects of Extending Brands to Lower and Higher Quality
Vol. 75, No. 4, July 2011, 3–20
Timothy B. Heath, Devon DelVecchio, & Michael S. McCarthy

37. Competing for Consumer Identity: Limits to Self-Expression and the Perils of Lifestyle Branding
Vol. 75, No. 3, May 2011, 66–82
Alexander Chernev, Ryan Hamilton, & David Gal

38. Consumer Disidentification and Its Effects on Domestic Product Purchases: An Empirical Investigation in the Netherlands
Vol. 75, No. 2, March 2011, 124–40
Alexander Josiassen

39. Decision Process Evolution in Customer Channel Choice
Vol. 75, No. 6, November 2011, 72–86
Sara Valentini, Elisa Montaguti, & Scott A. Neslin

40. The Effect of Goal Visualization on Goal Pursuit: Implications for Consumers and Managers
Vol. 75, No. 2, March 2011, 109–123
Amar Cheema & Rajesh Bagchi

41. Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self
Vol. 75, No. 4, July 2011, 35–52
Lucia Malär, Harley Krohmer, Wayne D. Hoyer, & Bettina Nyffenegger

42. The Impact of Incomplete Typeface Logos on Perceptions of the Firm
Vol. 75, No. 4, July 2011, 86–93
Henrik Hagtvedt

43. It's Got the Look: The Effect of Friendly and Aggressive "Facial" Expressions on Product Liking and Sales
Vol. 75, No. 3, May 2011, 132–46
Jan R. Landwehr, Ann L. McGill, & Andreas Herrmann

44. It's the Thought (and the Effort) That Counts: How Customizing for Others Differs from Customizing for Oneself
Vol. 75, No. 5, September 2011, 120–33
C. Page Moreau, Leff Bonney, & Kelly B. Herd

45. The Repetition-Break Plot Structure Makes Effective Television Advertisements
Vol. 75, No. 5, September 2011, 105–119
Jeffrey Loewenstein, Rajagopal Raghunathan, & Chip Heath

CREATIVITY

46. Facilitating and Rewarding Creativity During New Product Development
Vol. 75, No. 4, July 2011, 53–67
James E. Burroughs, Darren W. Dahl, C. Page Moreau, Amitava Chattopadhyay, & Gerald J. Gorn

CUSTOMER RELATIONSHIP MANAGEMENT

47. Referral Programs and Customer Value
Vol. 75, No. 1, January 2011, 46–59
Philipp Schmitt, Bernd Skiera, & Christophe Van den Bulte

CUSTOMER SATISFACTION

48. Designing Solutions Around Customer Network Identity Goals
Vol. 75, No. 2, March 2011, 36–54
Amber M. Epp & Linda L. Price

49. Emotional Intelligence in Marketing Exchanges
Vol. 75, No. 1, January 2011, 78–95
Blair Kidwell, David M. Hardesty, Brian R. Murtha, & Shibin Sheng

50. Process and Outcome Interdependency in Frontline Service Encounters
Vol. 75, No. 3, May 2011, 83–98
Zhenfeng Ma & Laurette Dubé

51. Social Effects on Customer Retention
Vol. 75, No. 6, November 2011, 24–38
Irit Nitzan & Barak Libai

52. When Should the Customer Really Be King? On the Optimum Level of Salesperson Customer Orientation in Sales Encounters
Vol. 75, No. 2, March 2011, 55–74
Christian Homburg, Michael Müller, & Martin Klarmann

CUSTOMER TO CUSTOMER INTERACTIONS

53. Social Effects on Customer Retention
Vol. 75, No. 6, November 2011, 24–38
Irit Nitzan & Barak Libai

DECISION MAKING

54. Bridging the Academic–Practitioner Divide in Marketing Decision Models
Vol. 75, No. 4, July 2011, 195–210
Gary L. Lilien

55. Competing for Consumer Identity: Limits to Self-Expression and the Perils of Lifestyle Branding
Vol. 75, No. 3, May 2011, 66–82
Alexander Chernev, Ryan Hamilton, & David Gal

56. Designing Solutions Around Customer Network Identity Goals
Vol. 75, No. 2, March 2011, 36–54
Amber M. Epp & Linda L. Price

57. The Effect of Goal Visualization on Goal Pursuit: Implications for Consumers and Managers
Vol. 75, No. 2, March 2011, 109–123
Amar Cheema & Rajesh Bagchi

58. Marketing in the C-Suite: A Study of Chief Marketing Officer Power in Firms' Top Management Teams
Vol. 75, No. 1, January 2011, 60–77
Pravin Nath & Vijay Mahajan

59. Will Consumers Be Willing to Pay More When Your Competitors Adopt Your Technology? The Impacts of the Supporting-Firm Base in Markets with Network Effects
Vol. 75, No. 5, September 2011, 1–17
Qi Wang & Jinhong Xie

DESIGN

60. The Aha! Experience: Insight and Discontinuous Learning in Product Usage
Vol. 75, No. 6, November 2011, 105–123
Arun Lakshmanan & H. Shanker Krishnan

DIRECT MARKETING

61. Decision Process Evolution in Customer Channel Choice
Vol. 75, No. 6, November 2011, 72–86
Sara Valentini, Elisa Montaguti, & Scott A. Neslin

62. Enough Is Enough! The Fine Line in Executing Multichannel Relational Communication
Vol. 75, No. 4, July 2011, 94–109
Andrea Godfrey, Kathleen Seiders, & Glenn B. Voss

EDITORIAL

63. From the Editor: Reflections on the Review Process
Vol. 75, No. 6, November 2011, 1–4
Ajay K. Kohli

64. From the Incoming Editor
Vol. 75, No. 4, July 2011, 1–2
Gary L. Frazier

65. Introduction to the *Journal of Marketing* 75th Anniversary Special Section
Vol. 75, No. 4, July 2011, 128
Ajay K. Kohli

ELECTRONIC COMMERCE

66. It's the Thought (and the Effort) That Counts: How Customizing for Others Differs from Customizing for Oneself
Vol. 75, No. 5, September 2011, 120–33
C. Page Moreau, Leff Bonney, & Kelly B. Herd

67. Return on Interactivity: The Impact of Online Agents on Newcomer Adjustment
Vol. 75, No. 2, March 2011, 93–108
Clemens F. Köhler, Andrew J. Rohm, Ko de Ruyter, & Martin Wetzels

68. Seeding Strategies for Viral Marketing: An Empirical Comparison
Vol. 75, No. 6, November 2011, 55–71
Oliver Hinz, Bernd Skiera, Christian Barrot, & Jan U. Becker

ETHICS AND SOCIAL RESPONSIBILITY

69. Reinventing Marketing to Manage the Environmental Imperative
Vol. 75, No. 4, July 2011, 132–35
Philip Kotler

HISTORICAL ANALYSIS AND REVIEW

70. To *JM* on Its 75th Anniversary
Vol. 75, No. 4, July 2011, 129–31
Ruth N. Bolton

EMERGING MARKETS

71. Impact of Emerging Markets on Marketing: Rethinking Existing Perspectives and Practices
Vol. 75, No. 4, July 2011, 166–82
Jagdish N. Sheth

INTERNATIONAL MARKETING

72. Consumer Disidentification and Its Effects on Domestic Product Purchases: An Empirical Investigation in the Netherlands
Vol. 75, No. 2, March 2011, 124–40
Alexander Josiassen

73. The Effects of Business and Political Ties on Firm Performance: Evidence from China
Vol. 75, No. 1, January 2011, 1–15
Shibin Sheng, Kevin Zheng Zhou, & Julie Juan Li

74. Getting a Grip on the Saddle: Chasms or Cycles?
Vol. 75, No. 4, July 2011, 21–34
Deepa Chandrasekaran & Gerard J. Tellis

75. Impact of Emerging Markets on Marketing: Rethinking Existing Perspectives and Practices
Vol. 75, No. 4, July 2011, 166–82
Jagdish N. Sheth

LEGAL AND POLITICAL ISSUES

76. Customer Equity Sustainability Ratio: A New Metric for Assessing a Firm's Future Orientation
Vol. 75, No. 3, May 2011, 118–31
Bernd Skiera, Manuel Bermes, & Lutz Horn

LIFE CYCLE OF MARKETING MEDIUM

77. Do Marketing Media Have Life Cycles? The Case of Product Placement in Movies
Vol. 75, No. 3, May 2011, 27–48
Ekaterina V. Karniouchina, Can Uslay, & Grigori Erenburg

MARKET OR INDUSTRY ANALYSIS

78. Behemoths at the Gate: How Incumbents Take on Acquisitive Entrants (and Why Some Do Better Than Others)
Vol. 75, No. 5, September 2011, 53–70
Prokriti Mukherji, Alina Sorescu, Jaideep C. Prabhu, & Rajesh K. Chandy

79. Facilitating and Rewarding Creativity During New Product Development
Vol. 75, No. 4, July 2011, 53–67
James E. Burroughs, Darren W. Dahl, C. Page Moreau, Amitava Chattopadhyay, & Gerald J. Gorn

80. The Impact of Brand Quality on Shareholder Wealth
Vol. 75, No. 5, September 2011, 88–104
Sundar G. Bharadwaj, Kapil R. Tuli, & Andre Bonfrer

81. Multihoming in Two-Sided Markets: An Empirical Inquiry in the Video Game Console Industry
Vol. 75, No. 6, November 2011, 39–54
Vardit Landsman & Stefan Stremersch

82. Social Effects on Customer Retention
Vol. 75, No. 6, November 2011, 24–38
Irit Nitzan & Barak Libai

MARKET ORIENTATION

83. Closing the Marketing Capabilities Gap
Vol. 75, No. 4, July 2011, 183–95
George S. Day

84. Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing?
Vol. 75, No. 1, January 2011, 16–30
V. Kumar, Eli Jones, Rajkumar Venkatesan, & Robert P. Leone

85. On Managerial Relevance
Vol. 75, No. 4, July 2011, 211–24
Bernard J. Jaworski

MARKET SHARE

86. Multihoming in Two-Sided Markets: An Empirical Inquiry in the Video Game Console Industry
Vol. 75, No. 6, November 2011, 39–54
Vardit Landsman & Stefan Stremersch

MARKETING AND THE ENVIRONMENT

87. Reinventing Marketing to Manage the Environmental Imperative
Vol. 75, No. 4, July 2011, 132–35
Philip Kotler

MARKETING CHANNELS

88. Is Retail Category Management Worth the Effort (and Does a Category Captain Help or Hinder)?
Vol. 75, No. 5, September 2011, 18–33
Richard A. Gooner, Neil A. Morgan, & William D. Perreault Jr.

89. Performance Implications of Mismatched Governance Regimes Across External and Internal Relationships
Vol. 75, No. 2, March 2011, 1–17
Alok Kumar, Jan B. Heide, & Kenneth H. Wathne

90. Poisoning Relationships: Perceived Unfairness in Channels of Distribution
Vol. 75, No. 3, May 2011, 99–117
Stephen A. Samaha, Robert W. Palmatier, & Rajiv P. Dant

MARKETING CONTROL

91. Performance Implications of Mismatched Governance Regimes Across External and Internal Relationships
Vol. 75, No. 2, March 2011, 1–17
Alok Kumar, Jan B. Heide, & Kenneth H. Wathne

MARKETING–FINANCE RELATIONSHIP

92. Stock Market Reaction to Unexpected Growth in Marketing Expenditure: Negative for Sales Force, Contingent on Spending Level for Advertising
Vol. 75, No. 4, July 2011, 68–85
Minchung Kim & Leigh M. McAlister

93. Why Do Firms Invest in Consumer Advertising with Limited Sales Response? A Shareholder Perspective
Vol. 75, No. 1, January 2011, 109–124
Ernst C. Osinga, Peter S.H. Leeflang, Shuba Srinivasan, & Jaap E. Wieringa

MARKETING IMPLEMENTATION

94. Bridging the Academic–Practitioner Divide in Marketing Decision Models
Vol. 75, No. 4, July 2011, 196–210
Gary L. Lilien

MARKETING MODELS

95. Bridging the Academic–Practitioner Divide in Marketing Decision Models
Vol. 75, No. 4, July 2011, 196–210
Gary L. Lilien

ORGANIZATIONAL LEARNING

96. Behemoths at the Gate: How Incumbents Take on Acquisitive Entrants (and Why Some Do Better Than Others)
Vol. 75, No. 5, September 2011, 53–70
Prokriti Mukherji, Alina Sorescu, Jaideep C. Prabhu, & Rajesh K. Chandy

97. Closing the Marketing Capabilities Gap
Vol. 75, No. 4, July 2011, 183–95
George S. Day

98. Social Capital of Young Technology Firms and Their IPO Values: The Complementary Role of Relevant Absorptive Capacity
Vol. 75, No. 6, November 2011, 87–104
Guiyang Xiong & Sundar Bharadwaj

ORGANIZATIONAL STRUCTURE

99. Marketing in the C-Suite: A Study of Chief Marketing Officer Power in Firms' Top Management Teams
Vol. 75, No. 1, January 2011, 60–77
Pravin Nath & Vijay Mahajan

PERSONAL SELLING

100. Emotional Intelligence in Marketing Exchanges
Vol. 75, No. 1, January 2011, 78–95
Blair Kidwell, David M. Hardesty, Brian R. Murtha, & Shibin Sheng

101. When Should the Customer Really Be King? On the Optimum Level of Salesperson Customer Orientation in Sales Encounters
Vol. 75, No. 2, March 2011, 55–74
Christian Homburg, Michael Müller, & Martin Klarmann

PRICING

102. An Empirical Investigation of the Impact of Gasoline Prices on Grocery Shopping Behavior
Vol. 75, No. 2, March 2011, 18–35
Yu Ma, Kusum L. Ailawadi, Dinesh K. Gauri, & Dhruv Grewal

103. Regret from Postpurchase Discovery of Lower Market Prices: Do Price Refunds Help?
Vol. 75, No. 6, November 2011, 124–38
Sujay Dutta, Abhijit Biswas, & Dhruv Grewal

PRODUCT DEVELOPMENT

104. The Aha! Experience: Insight and Discontinuous Learning in Product Usage
Vol. 75, No. 6, November 2011, 105–123
Arun Lakshmanan & H. Shanker Krishnan

105. The Alignment of Contract Terms for Knowledge-Creating and Knowledge-Appropriating Relationship Portfolios
Vol. 75, No. 4, July 2011, 110–27
Jongkuk Lee

106. The Bright Side and Dark Side of Embedded Ties in Business-to-Business Innovation
Vol. 75, No. 5, September 2011, 34–52
Corine S. Noordhoff, Kyriakos Kyriakopoulos, Christine Moorman, Pieter Pauwels, & Benedict G.C. Dellaert

107. An Empirical Test of Warranty Theories in the U.S. Computer Server and Automobile Markets
Vol. 75, No. 2, March 2011, 75–92
Junhong Chu & Pradeep K. Chintagunta

108. Facilitating and Rewarding Creativity During New Product Development
Vol. 75, No. 4, July 2011, 53–67
James E. Burroughs, Darren W. Dahl, C. Page Moreau, Amitava Chattopadhyay, & Gerald J. Gorn

109. Getting a Grip on the Saddle: Chasms or Cycles?
Vol. 75, No. 4, July 2011, 21–34
Deepa Chandrasekaran & Gerard J. Tellis

110. It's Got the Look: The Effect of Friendly and Aggressive "Facial" Expressions on Product Liking and Sales
Vol. 75, No. 3, May 2011, 132–46
Jan R. Landwehr, Ann L. McGill, & Andreas Herrmann

111. Product Development Team Stability and New Product Advantage: The Role of Decision-Making Processes
Vol. 75, No. 1, January 2011, 96–108
Rebecca J. Slotegraaf & Kwaku Atuahene-Gima

112. Should Firms Spend More on Research and Development and Advertising During Recessions?
Vol. 75, No. 3, May 2011, 49–65
Raji Srinivasan, Gary L. Lilien, & Shrihari Sridhar

113. Will Consumers Be Willing to Pay More When Your Competitors Adopt Your Technology? The Impacts of the Supporting-Firm Base in Markets with Network Effects
Vol. 75, No. 5, September 2011, 1–17
Qi Wang & Jinhong Xie

PROFIT AND COST ANALYSIS

114. Balancing Risk and Return in a Customer Portfolio
Vol. 75, No. 3, May 2011, 1–17
Crina O. Tarasi, Ruth N. Bolton, Michael D. Hutt, & Beth A. Walker

115. "Balancing Risk and Return in a Customer Portfolio": A Comment
Vol. 75, No. 3, May 2011, 21–23
Matthew T. Billett

116. "Balancing Risk and Return in a Customer Portfolio": A Reply
Vol. 75, No. 3, May 2011, 23–26
Crina O. Tarasi, Ruth N. Bolton, Michael D. Hutt, & Beth A. Walker

117. A Comment on "Balancing Risk and Return in a Customer Portfolio"
Vol. 75, No. 3, May 2011, 18–21
Fred Selnes

118. Referral Programs and Customer Value
Vol. 75, No. 1, January 2011, 46–59
Philipp Schmitt, Bernd Skiera, & Christophe Van den Bulte

PROMOTION

119. The Impact of Incomplete Typeface Logos on Perceptions of the Firm
Vol. 75, No. 4, July 2011, 86–93
Henrik Hagtvedt

RETAILING

120. Decision Process Evolution in Customer Channel Choice
Vol. 75, No. 6, November 2011, 72–86
Sara Valentini, Elisa Montaguti, & Scott A. Neslin

121. An Empirical Investigation of the Impact of Gasoline Prices on Grocery Shopping Behavior
Vol. 75, No. 2, March 2011, 18–35
Yu Ma, Kusum L. Ailawadi, Dinesh K. Gauri, & Dhruv Grewal

122. Enough Is Enough! The Fine Line in Executing Multichannel Relational Communication
Vol. 75, No. 4, July 2011, 94–109
Andrea Godfrey, Kathleen Seiders, & Glenn B. Voss

123. Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape
Vol. 75, No. 5, September 2011, 71–87
Elisabeth C. Brüggen, Bram Foubert, & Dwayne D. Gremler

124. From Point of Purchase to Path to Purchase: How Preshopping Factors Drive Unplanned Buying
Vol. 75, No. 1, January 2011, 31–45
David R. Bell, Daniel Corsten, & George Knox

125. Is Retail Category Management Worth the Effort (and Does a Category Captain Help or Hinder)?
Vol. 75, No. 5, September 2011, 18–33
Richard A. Gooner, Neil A. Morgan, & William D. Perreault Jr.

126. It's the Thought (and the Effort) That Counts: How Customizing for Others Differs from Customizing for Oneself
Vol. 75, No. 5, September 2011, 120–33
C. Page Moreau, Leff Bonney, & Kelly B. Herd

127. Regret from Postpurchase Discovery of Lower Market Prices: Do Price Refunds Help?
Vol. 75, No. 6, November 2011, 124–38
Sujay Dutta, Abhijit Biswas, & Dhruv Grewal

SALES FORCE MANAGEMENT

128. Emotional Intelligence in Marketing Exchanges
Vol. 75, No. 1, January 2011, 78–95
Blair Kidwell, David M. Hardesty, Brian R. Murtha, & Shibin Sheng

129. Stock Market Reaction to Unexpected Growth in Marketing Expenditure: Negative for Sales Force, Contingent on Spending Level for Advertising
Vol. 75, No. 4, July 2011, 68–85
Minchung Kim & Leigh M. McAlister

130. When Should the Customer Really Be King? On the Optimum Level of Salesperson Customer Orientation in Sales Encounters
Vol. 75, No. 2, March 2011, 55–74
Christian Homburg, Michael Müller, & Martin Klarmann

SALES PROMOTION

131. An Empirical Investigation of the Impact of Gasoline Prices on Grocery Shopping Behavior
Vol. 75, No. 2, March 2011, 18–35
Yu Ma, Kusum L. Ailawadi, Dinesh K. Gauri, & Dhruv Grewal

132. Why Do Firms Invest in Consumer Advertising with Limited Sales Response? A Shareholder Perspective
Vol. 75, No. 1, January 2011, 109–124
Ernst C. Osinga, Peter S.H. Leeflang, Shuba Srinivasan, & Jaap E. Wieringa

SCHOLARSHIP

133. A Framework for Conceptual Contributions in Marketing
Vol. 75, No. 4, July 2011, 136–54
Deborah J. MacInnis

134. Marketing Scholarship 2.0
Vol. 75, No. 4, July 2011, 225–34
Richard J. Lutz

SEGMENTATION

135. Balancing Risk and Return in a Customer Portfolio
Vol. 75, No. 3, May 2011, 1–17
Crina O. Tarasi, Ruth N. Bolton, Michael D. Hutt, & Beth A. Walker

136. "Balancing Risk and Return in a Customer Portfolio": A Comment
Vol. 75, No. 3, May 2011, 21–23
Matthew T. Billett

137. "Balancing Risk and Return in a Customer Portfolio": A Reply
Vol. 75, No. 3, May 2011, 23–26
Crina O. Tarasi, Ruth N. Bolton, Michael D. Hutt, & Beth A. Walker

138. A Comment on "Balancing Risk and Return in a Customer Portfolio"
Vol. 75, No. 3, May 2011, 18–21
Fred Selnes

139. From Point of Purchase to Path to Purchase: How Preshopping Factors Drive Unplanned Buying
Vol. 75, No. 1, January 2011, 31–45
David R. Bell, Daniel Corsten, & George Knox

SERVICE QUALITY

140. Process and Outcome Interdependency in Frontline Service Encounters
Vol. 75, No. 3, May 2011, 83–98
Zhenfeng Ma & Laurette Dubé

SERVICE MARKETING

141. Designing Solutions Around Customer Network Identity Goals
Vol. 75, No. 2, March 2011, 36–54
Amber M. Epp & Linda L. Price

142. The Effect of Goal Visualization on Goal Pursuit: Implications for Consumers and Managers
Vol. 75, No. 2, March 2011, 109–123
Amar Cheema & Rajesh Bagchi

143. Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape
Vol. 75, No. 5, September 2011, 71–87
Elisabeth C. Brüggen, Bram Foubert, & Dwayne D. Gremler

144. Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully
Vol. 75, No. 6, November 2011, 5–23
Wolfgang Ulaga & Werner J. Reinartz

145. Process and Outcome Interdependency in Frontline Service Encounters
Vol. 75, No. 3, May 2011, 83–98
Zhenfeng Ma & Laurette Dubé

146. Return on Interactivity: The Impact of Online Agents on Newcomer Adjustment
Vol. 75, No. 2, March 2011, 93–108
Clemens F. Köhler, Andrew J. Rohm, Ko de Ruyter, & Martin Wetzels

SOCIAL TIES

147. The Effects of Business and Political Ties on Firm Performance: Evidence from China
Vol. 75, No. 1, January 2011, 1–15
Shibin Sheng, Kevin Zheng Zhou, & Julie Juan Li

STORE MANAGEMENT

148. Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape
Vol. 75, No. 5, September 2011, 71–87
Elisabeth C. Brüggen, Bram Foubert, & Dwayne D. Gremler

STRATEGIC MARKETING

149. The Alignment of Contract Terms for Knowledge-Creating and Knowledge-Appropriating Relationship Portfolios
Vol. 75, No. 4, July 2011, 110–27
Jongkuk Lee

150. Behemoths at the Gate: How Incumbents Take on Acquisitive Entrants (and Why Some Do Better Than Others)
Vol. 75, No. 5, September 2011, 53–70
Prokriti Mukherji, Alina Sorescu, Jaideep C. Prabhu, & Rajesh K. Chandy

151. Closing the Marketing Capabilities Gap
Vol. 75, No. 4, July 2011, 183–95
George S. Day

152. Customer Equity Sustainability Ratio: A New Metric for Assessing a Firm's Future Orientation
Vol. 75, No. 3, May 2011, 118–31
Bernd Skiera, Manuel Bermes, & Lutz Horn

153. The Effects of Business and Political Ties on Firm Performance: Evidence from China
Vol. 75, No. 1, January 2011, 1–15
Shibin Sheng, Kevin Zheng Zhou, & Julie Juan Li

154. Enough Is Enough! The Fine Line in Executing Multichannel Relational Communication
Vol. 75, No. 4, July 2011, 94–109
Andrea Godfrey, Kathleen Seiders, & Glenn B. Voss

155. Getting a Grip on the Saddle: Chasms or Cycles?
Vol. 75, No. 4, July 2011, 21–34
Deepa Chandrasekaran & Gerard J. Tellis

156. Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully
Vol. 75, No. 6, November 2011, 5–23
Wolfgang Ulaga & Werner J. Reinartz

157. The Impact of Brand Quality on Shareholder Wealth
Vol. 75, No. 5, September 2011, 88–104
Sundar G. Bharadwaj, Kapil R. Tuli, & Andre Bonfrer

158. Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing?
Vol. 75, No. 1, January 2011, 16–30
V. Kumar, Eli Jones, Rajkumar Venkatesan, & Robert P. Leone

159. Marketing in the C-Suite: A Study of Chief Marketing Officer Power in Firms' Top Management Teams
Vol. 75, No. 1, January 2011, 60–77
Pravin Nath & Vijay Mahajan

160. Poisoning Relationships: Perceived Unfairness in Channels of Distribution
Vol. 75, No. 3, May 2011, 99–117
Stephen A. Samaha, Robert W. Palmatier, & Rajiv P. Dant

161. Referral Programs and Customer Value
Vol. 75, No. 1, January 2011, 46–59
Philipp Schmitt, Bernd Skiera, & Christophe Van den Bulte

162. Social Capital of Young Technology Firms and Their IPO Values: The Complementary Role of Relevant Absorptive Capacity
Vol. 75, No. 6, November 2011, 87–104
Guiyang Xiong & Sundar Bharadwaj

163. Will Consumers Be Willing to Pay More When Your Competitors Adopt Your Technology? The Impacts of the Supporting-Firm Base in Markets with Network Effects
Vol. 75, No. 5, September 2011, 1–17
Qi Wang & Jinhong Xie

THEORY AND PHILOSOPHY OF SCIENCE

164. A Framework for Conceptual Contributions in Marketing
Vol. 75, No. 4, July 2011, 136–54
Deborah J. MacInnis

165. Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing?
Vol. 75, No. 1, January 2011, 16–30
V. Kumar, Eli Jones, Rajkumar Venkatesan, & Robert P. Leone

166. Marketing Scholarship 2.0
Vol. 75, No. 4, July 2011, 225–34
Richard J. Lutz

167. Sophistication in Research in Marketing
Vol. 75, No. 4, July 2011, 155–65
Donald R. Lehmann, Leigh McAlister, & Richard Staelin

168. To *JM* on Its 75th Anniversary
Vol. 75, No. 4, July 2011, 129–31
Ruth N. Bolton

WORD OF MOUTH

169. Seeding Strategies for Viral Marketing: An Empirical Comparison
Vol. 75, No. 6, November 2011, 55–71
Oliver Hinz, Bernd Skiera, Christian Barrot, & Jan U. Becker

AUTHOR INDEX

	Item Number
Ailawadi, Kusum L.	102, 121, 131
Atuahene-Gima, Kwaku	111
Bagchi, Rajesh	40, 57, 142
Barrot, Christian	4, 68, 169
Becker, Jan U.	4, 68, 169
Bell, David R.	124, 139
Bermes, Manuel	76, 152
Bharadwaj, Sundar G.	15, 34, 80, 98, 157, 162
Billett, Matthew T.	24, 115, 136
Biswas, Abhijit	103, 127
Bolton, Ruth N.	23, 25, 70, 114, 116, 135, 137, 168
Bonfrer, Andre	15, 80, 157
Bonney, Leff	44, 66, 126
Brüggen, Elisabeth C.	123, 143, 148
Burroughs, James E.	46, 79, 108
Chandrasekaran, Deepa	74, 109, 155
Chandy, Rajesh K.	78, 96, 150
Chattopadhyay, Amitava	46, 79, 108
Cheema, Amar	40, 57, 142
Chernev, Alexander	12, 37, 55
Chintagunta, Pradeep K.	14, 28, 107
Chu, Junhong	14, 28, 107
Corsten, Daniel	124, 139
Dahl, Darren W.	46, 79, 108
Dant, Rajiv P.	32, 90, 160
Day, George S.	83, 97, 151
De Ruyter, Ko	21, 67, 146
Dellaert, Benedict G.C.	26, 106
DelVecchio, Devon	11, 36
Dubé, Laurette	50, 140, 145
Dutta, Sujay	103, 127
Epp, Amber M.	48, 56, 141
Erenburg, Grigori	1, 77
Foubert, Bram	123, 143, 148
Frazier, Gary L.	64
Gal, David	12, 37, 55
Gauri, Dinesh K.	102, 121, 131
Godfrey, Andrea	62, 122, 154
Gooner, Richard A.	17, 88, 125
Gorn, Gerald J.	46, 79, 108
Gremler, Dwayne D.	123, 143, 148
Grewal, Dhruv	102, 103, 121, 127, 131
Hagtvedt, Henrik	16, 42, 119
Hamilton, Ryan	12, 37, 55
Hardesty, David M.	49, 100, 128
Heath, Chip	3, 20, 45
Heath, Timothy B.	11, 36
Heide, Jan B.	31, 89, 91
Herd, Kelly B.	44, 66, 126
Herrmann, Andreas	18, 43, 110
Hinz, Oliver	4, 68, 169
Homburg, Christian	52, 101, 130
Horn, Lutz	76, 152
Hoyer, Wayne D.	2, 13, 41
Hutt, Michael D.	23, 25, 114, 116, 135, 137
Jaworski, Bernard J.	30, 85
Jones, Eli	84, 158, 165
Josiassen, Alexander	38, 72

	Item Number
Karniouchina, Ekaterina V.	1, 77
Kidwell, Blair	49, 100, 128
Kim, Minchung	6, 92, 129
Klarmann, Martin	52, 101, 130
Knox, George	124, 139
Köhler, Clemens F.	21, 67, 146
Kohli, Ajay K.	63, 65
Kotler, Philip	69, 87
Krishnan, H. Shanker	35, 60, 104
Krohmer, Harley	2, 13, 41
Kumar, Alok	31, 89, 91
Kumar, V.	84, 158, 165
Kyriakopoulos, Kyriakos	26, 106
Lakshmanan, Arun	35, 60, 104
Landsman, Vardit	19, 81, 86
Landwehr, Jan R.	18, 43, 110
Lee, Jongkuk	22, 105, 149
Leeflang, Peter S.H.	7, 93, 132
Lehmann, Donald R.	167
Leone, Robert P.	84, 158, 165
Li, Julie Juan	73, 147, 153
Libai, Barak	51, 53, 82
Lilien, Gary L.	5, 33, 54, 94, 95, 112
Loewenstein, Jeffrey	3, 20, 45
Lutz, Richard J.	134, 166
Ma, Yu	102, 121, 131
Ma, Zhenfeng	50, 140, 145
MacInnis, Deborah J.	133, 164
Mahajan, Vijay	58, 99, 159
Malär, Lucia	2, 13, 41
McAlister, Leigh M.	6, 92, 129, 167
McCarthy, Michael S.	11, 36
McGill, Ann L.	18, 43, 110
Montaguti, Elisa	39, 61, 120
Moorman, Christine	26, 106
Moreau, C. Page	44, 46, 66, 79, 108, 126
Morgan, Neil A.	17, 88, 125
Mukherji, Prokriti	78, 96, 150
Müller, Michael	52, 101, 130
Murtha, Brian R.	49, 100, 128
Nath, Pravin	58, 99, 159
Neslin, Scott A.	39, 61, 120
Nitzan, Irit	51, 53, 82
Noordhoff, Corine S.	26, 106
Nyffenegger, Bettina	2, 13, 41
Osinga, Ernst C.	7, 93, 132
Palmatier, Robert W.	32, 90, 160
Pauwels, Pieter	26, 106
Perreault, William D., Jr.	17, 88, 125
Prabhu, Jaideep C.	78, 96, 150
Price, Linda L.	48, 56, 141
Raghunathan, Rajagopal	3, 20, 45
Reinartz, Werner J.	29, 144, 156
Rohm, Andrew J.	21, 67, 146
Samaha, Stephen A.	32, 90, 160
Schmitt, Philipp	47, 118, 161
Seiders, Kathleen	62, 122, 154
Selnes, Fred	27, 117, 138
Sheng, Shibin	49, 73, 100, 128, 147, 153
Sheth, Jagdish N.	71, 75
Skiera, Bernd	4, 47, 68, 76, 118, 152, 161, 169
Slotegraaf, Rebecca J.	111
Sorescu, Alina	78, 96, 150
Sridhar, Shrihari	5, 33, 112
Srinivasan, Raji	5, 33, 112
Srinivasan, Shuba	7, 93, 132
Staelin, Richard	167
Stremersch, Stefan	19, 81, 86
Tarasi, Crina O.	23, 25, 114, 116, 135, 137
Tellis, Gerard J.	74, 109, 155
Tuli, Kapil R.	15, 80, 157
Ulaga, Wolfgang	29, 144, 156
Uslay, Can	1, 77
Valentini, Sara	39, 61, 120
Van den Bulte, Christophe	47, 118, 161
Venkatesan, Rajkumar	84, 158, 165
Voss, Glenn B.	62, 122, 154
Walker, Beth A.	23, 25, 114, 116, 135, 137
Wang, Qi	59, 113, 163
Wathne, Kenneth H.	31, 89, 91
Wetzels, Martin	21, 67, 146
Wieringa, Jaap E.	7, 93, 132
Xie, Jinhong	59, 113, 163
Xiong, Guiyang	34, 98, 162
Zhou, Kevin Zheng	73, 147, 153